



???????

HUBLOT AND FERRARI CELEBRATE GREATER CHINA!

The Art of Fusion celebrating China

**Hublot presents
Exclusive Big Bang Ferrari Watch 18K
Magic Gold & Carbon fiber Greater China
Limited Edition
Shared the Passion of 2012 Ferrari
Racing Days and Ferrari Challenge Trofeo
Pirelli Asia Pacific**

At this occasion, Ricardo Guadalupe, CEO of Hublot, and Edwin Fenech, President & CEO of Ferrari Greater China, shared this exceptional craftwork together with Ferrari owners and fans from all over the country. It was a bravo for the 360° partnership between Hublot and Ferrari.

June 17, 2012, Shanghai - Today, Hublot, the unique Swiss luxury company, symbol of the Art of Fusion in watchmaking and Official Timekeeper of Ferrari and the Ferrari Challenge, made a perfect pose on the stage of 2012 Ferrari Racing Days and Ferrari Challenge Trofeo Pirelli Asia Pacific Shanghai Stop. As the tribute to the collaboration between the two top luxury brands and the celebration of the 20th anniversary of the first Ferrari coming to mainland China, Hublot unveiled Big Bang Ferrari watch China – a limited edition of only 50 timepieces - made of Magic Gold and Carbon fiber, an enthusiastic combination of time and speed. Ricardo Guadalupe, CEO of Hublot, and Edwin Fenech, President & CEO of Ferrari Greater China, shared this exceptional craftwork together with Ferrari



owners and fans from all over the country. It was a bravo for the 360° partnership between Hublot and Ferrari.

As one of the most important events of Ferrari in the world, the Ferrari Racing Days and Ferrari Challenge Asia Pacific is the annual carnival of Ferrari owners and fans in this region. As "Official watch" & "Official timekeeper" of Ferrari, all Hublot watches developed with Ferrari shared the same common DNA: sports, performance and technology. The revolutionary concept from Hublot and the innovative spirit from Ferrari illuminate each timepiece. The enormous respect for quality, the pursuit for the perfection of technique and the passion for performance, together make the perfect fusion between Hublot and Ferrari.

The Big Bang Ferrari Magic Gold Watch China Limited Edition sports a large case (45.5 mm in diameter) with a cylindrical bezel made of Carbon Fiber that dramatically showcases the movement visible through the sapphire dial. An indexed crown (with Hublot's 'H' logo automatically positioning itself to remain in line) features elongated push buttons, fixed along a rotating axis like the pedals in a car whilst carbon inserts give the case distinctive look. The minute counter, whose hands and indices recall a Ferrari dashboard, is positioned at 3 o'clock and complemented by date window in 'Modena' yellow. The legendary prancing horse is featured discreetly in relief at 9 o'clock.

The UNICO chronograph movement can be compared to the best possible engine to power a racing car, and that it was selected, then designed and developed by Hublot to power the Big Bang Ferrari. With no fewer than 330 components, oscillating at a frequency of 28,800 vibrations per hour, the column wheel and dual horizontal coupling on the dial side appear in a new constellation reminiscent of Ferrari alloy wheel rims. The



timepiece has a 72-hour power reserve, and is water resistant to 100 metres.

Finally, the Big Bang Ferrari incorporates Magic Gold, the product of extensive R&D unveiled barely three months ago. Magic Gold is scratch-resistant 18-carat gold.

The innovation and sophistication that went into the Big Bang Ferrari make it a new sign of recognition, different to the core from any watch presented before. This concept has even been extended to the presentation case for each watch – a true showcase inspired by an engine valve support, made from aluminium, with a built-in rotary system. The watch comes with two interchangeable straps with an innovative quick-change system inspired by the safety seatbelt mechanism. The tone on tone stitching is a nod to the signature upholstery craftsmanship typical of Ferrari.

The absence of superfluous accessories brings out the fusional and rational aspects of the Big Bang Ferrari Watch China Limited Edition's unique design, a pure expression of the values - exclusivity, technology, passion and style - that characterize the sports spirit of Ferrari and the inimitable Hublot style. This collection is reserved to collectors and connoisseurs from Greater China.

About Hublot

"Hublot? A different way to progress" say those who know this unique Swiss watch company, where each and every moment moves forward to create the future at breathtaking speed. Hublot, born in 1980, is the first Swiss top watch brand to combine precious metal and natural rubber. Its birth raised a revolution in luxury watch industry no matter in terms of watchmaking materials or the unique aesthetic concept expressed from the watch. In 2004, Mr. Jean-Claude Biver, one of few legendary people to have genuinely left their mark on Swiss



watchmaking, took over control of Hublot, leading to a great success of the brand with its revolutionary Big Bang series, and declaring an era of renaissance of Hublot. Today, Hublot manufacture building at Geneva Lake and high-tech witness the astonishing achievements of Hublot. It perfectly combines innovative materials such as ceramic, carbon fiber, tantalum, tungsten, titanium, natural rubber and the tested materials such as gold, platinum, steel, diamond and precious stones. In the meantime, the constant production of UNICO movement and various high complicated functional movements that developed internally has laid the sound foundation for the rapid growth of Hublot.

From watch complications to world class collaborations such as Formula One™, FIFA World Cup™, Ferrari, Manchester United, and charity projects, Hublot represents the "Art of Fusion" philosophy and connecting watchmaking tradition to the future. It is endowed with creativity and vision of the 21st century while remains loyalty to the tradition of Swiss watchmaking industry.

As part of the LVMH group, Hublot has also an international network of approved retailers which has grown rapidly and currently stands at 650 points of sale and more than 40 exclusive boutiques around the world (Geneva, Gstaad, Cannes, Saint-Tropez, Paris, Berlin, Moscow, New York, Miami, Beverly Hills, Las Vegas, Singapore, Shanghai, Beijing, Hong Kong, Dubai, Abu Dhabi, Kuala Lumpur, Ginza...).